



STEP-BY-STEP CHECKLIST

Use this Exhibitor Checklist to help you prepare for a successful EQUITANA USA!

Action	Deadline	Completed
BOOTH NEEDS & LOGISTICS		
1. Sign Contract	ASAP	<input checked="" type="checkbox"/>
2. Update & Complete Your Company Information and Product Categories Stand out from your competition by uploading your company logo and information about your products & services in the Exhibitor Dashboard . This free tool is imperative to driving new business to your booth and increasing potential sales leads.	ASAP	<input type="checkbox"/>
3. Book Travel and Hotel Check out our website for more information on hotel & travel discounts.	August 20	<input type="checkbox"/>
4. Review Exhibitor Manual The online exhibitor manual contains all of the information, discount deadlines, forms and contacts you need to help you plan for the Show.	Ongoing	<input type="checkbox"/>
5. Order Booth Furnishings and Additional Booth Needs Review your options for booth furnishings and contact Fern to order. View the online exhibitor manual for more information and deadlines about other booth needs.	Discount Deadline September 15	<input type="checkbox"/>
6. Order Staff Badges Your Customer Success Manager, will provide an excel spreadsheet to input your staff badges. If you have any questions, please reach out to Mark at +1 (203) 840-5458 or MarkSecelle.Punay@reedexpo.com .	ASAP	<input type="checkbox"/>
7. Move-In Information and Procedures View information regarding shipping, targeted move-in map, quick facts & more here .	Warehouse Shipping: September 6 - 27 Showsite Shipping: No earlier than September 28	<input type="checkbox"/>
8. Increase Your Health & Safety at the Show View the EQUITANAUSA Health & Safety Guidelines for detailed information on booth specifications, cleaning and health + safety recommendations and requirements for exhibitors.	Ongoing	<input type="checkbox"/>
9. Download Lead Retrieval Purchase access to the Emperia Lead Retrieval app to easily scan and collect leads at the show for only \$260. Contact your Customer Success Manager or Sales Rep to purchase.	Ongoing	<input type="checkbox"/>
MARKET YOUR PRESENCE AT THE SHOW		
1. Maximize Exposure Add Show Specials, press releases, products, photos and videos and much more to your Exhibitor Dashboard to increase your exposure prior to the Show.	Ongoing	<input type="checkbox"/>
2. FREE Customer Invitation Program Increase your booth traffic by communicating your presence to your customers and prospects using your free customer invitations. Click here to download shareable assets .	Ongoing	<input type="checkbox"/>
3. Press and Media Opportunities All Equine Press, please submit your credentials here via the form. You will be notified if you have been approved for the event and will receive a complimentary media pass.	Ongoing	<input type="checkbox"/>
4. Review Advertising and Sponsorships Explore advertising and sponsorship opportunities such as signage, education, Product Gallery, signage, & more here .	Ongoing	<input type="checkbox"/>

Contact your Customer Success Manager with any questions or if you need assistance.

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